



WEWS

## ORDER

Print Date 09/19/12 Page 1 of 5

Flight Dates 09/19/12-09/25/12

		<u>Product</u>	
<u>Contract / Revision</u>	311407 /	<b>NEAFCPE OH TV 9.19-9.25.12</b>	
<u>Original Date / Revision</u>	09/18/12 09/18/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Order Sep</u> 00:20:00
<u>Advertiser</u>	<b>NEA Fund for Children and I</b>		<u>Estimate #</u> 1640
		<b>1322 G Street SE Washington, DC 20003</b>	<u>Alt Order #</u>
<u>Agency</u>	<b>New Media Firm</b>		<u>Billing Type</u> Cash
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Order Type</u> GENERAL
<b>1322 G Street SE Washington, DC 20003</b>		<u>Sales Region</u> NAT	<u>Billing Cycle</u> EOM/EOC
		<u>Agency Ref</u> 2	<u>Billing Calendar</u> BROADCAST
			<u>Demographic</u> A35+
			<u>Rev Codes</u> POL POL ISS
			<u>Product Codes</u> PL
			<u>Priority</u> P-1
			<u>Advertiser Ref</u>

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 72800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGNN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	62	\$61,880.00	\$72,800.00	0.00	08/27/12	09/25/12	62	\$61,880.00	\$72,800.00
Totals	62	\$61,880.00	\$72,800.00	0.00					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 1	WEWS	09/19/12	09/25/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- W-F --		2	\$650.00			0.00					
		Week: 09/24/12	09/30/12	-----		0	\$0.00			0.00					
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00



WEWS

Print Date: 09/19/12

Page 2 of 5

Contract / Revision**311407**Flight Dates**09/19/12-09/25/12**Hiatus DatesOriginal Date / Revision

09/18/12 / 09/18/12

Order Sep 00:20:00Advertiser **NEA Fund for Children and Product NEAFCPE OH TV 9.19-9.25.** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM		3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	3	\$850.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 3	WEWS	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$700.00	P-1	0.00	NM		3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	3	\$700.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 4	WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$700.00	P-1	0.00	NM		3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	3	\$700.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 5	WEWS	09/19/12	09/25/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM		2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--W-F--	2	\$1,200.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 6	WEWS	09/19/12	09/25/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM		3	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	3	\$900.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 7	WEWS	09/19/12	09/25/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$700.00	P-1	0.00	NM		3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	3	\$700.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 8	WEWS	09/19/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM		1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	1	\$1,200.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 9	WEWS	09/19/12	09/25/12	M-F 4-5p Dr. Oz M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM		2	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--W-F--	2	\$900.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 10	WEWS	09/19/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM		3	\$4,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	3	\$1,400.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 11	WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,800.00	P-1	0.00	NM		3	\$5,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12	09/23/12	--WTF--	3	\$1,800.00	0.00											
Week: 09/24/12	09/30/12	-----	0	\$0.00	0.00											
N 12	WEWS	09/19/12	09/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM		1	\$2,000.00



WEWS

Print Date: 09/19/12

Page 3 of 5

Contract / Revision

311407

Flight Dates 09/19/12-09/25/12

## Hiatus Dates

Original Date / Revision 09/18/12 / 09/18/12

Order Sep 00:20:00

Advertiser NEA Fund for Children and Product NEAFCPE OH TV 9.19-9.25. Estimate # 1640

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N12	WEWS	09/19/12	09/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	--WTF--			1	\$2,000.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N13	WEWS	09/19/12	09/25/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	--WTF--			3	\$1,100.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N14	WEWS	09/19/12	09/25/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	----F--			1	\$1,100.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N15	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	3	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	--WTF--			3	\$2,400.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N16	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightly M-F 1135p-1202a Nightly	CM	1135p-1207x	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	--WT---			2	\$1,200.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N17	WEWS	09/19/12	09/25/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	----F--			1	\$600.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N18	WEWS	09/19/12	09/25/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	MTWTF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	--WTF--			2	\$200.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N19	WEWS	09/19/12	09/25/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	----S-			1	\$1,100.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N20	WEWS	09/19/12	09/25/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	----S-			1	\$400.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N21	WEWS	09/19/12	09/25/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	09/17/12	09/23/12	-----S			1	\$650.00	0.00							
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00							
N22	WEWS	09/19/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00



Contract / Revision **311407** Flight Dates **09/19/12-09/25/12** Hiatus Dates

Original Date / Revision 09/18/12 / 09/18/12 Order Sep 00:20:00

Advertiser **NEA Fund for Children and Product** NEAFCPE OH TV 9.19-9.25. Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
N22	WEWS	09/19/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----S			1	\$1,200.00			0.00					
Week:	09/24/12	09/30/12	-----			0	\$0.00			0.00					
N23	WEWS	09/19/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	- T-----			1	\$900.00			0.00					
N24	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	MT-----			2	\$900.00			0.00					
N25	WEWS	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	MT-----			1	\$775.00			0.00					
N26	WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	MT-----			1	\$775.00			0.00					
N27	WEWS	09/19/12	09/25/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	MT-----			2	\$1,000.00			0.00					
N28	WEWS	09/19/12	09/25/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	MT-----			1	\$1,200.00			0.00					
N29	WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	M-----			1	\$2,000.00			0.00					
N30	WEWS	09/19/12	09/25/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	- T-----			1	\$1,300.00			0.00					
N31	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late Ne@M M-SU 11-1135P Late New	11-1135p		MTWTF--	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-----			0	\$0.00			0.00					
Week:	09/24/12	09/30/12	- T-----			1	\$2,700.00			0.00					
N32	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Night!CM M-F 1135p-1202a Night!	1135p-1207x		MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00



WEWS

Print Date: 09/19/12

Page 5 of 5

Contract / Revision **311407** Flight Dates**09/19/12-09/25/12**Hiatus DatesOriginal Date / Revision 09/18/12/ 09/18/12Order Sep 00:20:00Advertiser **NEA Fund for Children and Product NEAFCPE OH TV 9.19-9.25.** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
N32	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightl CM		1135p-1207x	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM		1	\$1,400.00
M-F 1135p-1202a Nightlir																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----		0	\$0.00			0.00						
		Week: 09/24/12	09/30/12	M-----		1	\$1,400.00			0.00						
N33	WEWS	09/19/12	09/25/12	M-F 1202a-107a Jimmy K CM		1202-107x	MTWTF--	:30	2	\$750.00	P-1	0.00	NM		2	\$1,500.00
M-F 1202a-107a Jimmy K																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----		0	\$0.00			0.00						
		Week: 09/24/12	09/30/12	MT-----		2	\$750.00			0.00						
N34	WEWS	09/19/12	09/25/12	Thursday Prime C CM	10-11p		---T---	:30	1	\$6,500.00	P-1	0.00	NM		1	\$6,500.00
Thursday Prime C																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---		1	\$6,500.00			0.00						
		Week: 09/24/12	09/30/12	-----		0	\$0.00			0.00						
N35	WEWS	09/19/12	09/25/12	M-F GMC 6-7a CM	6-7a		MTWTF--	:30	1	\$850.00	P-1	0.00	NM		2	\$1,750.00
M-F GMC 6-7a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		1	\$850.00			0.00						
		Week: 09/24/12	09/30/12	MT-----		1	\$900.00			0.00						
															Totals	62 \$72,800.00